

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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| Application Serial No.: 10/806,712                       | <b>Certificate of Transmission/Mailing/Express Mailing</b><br><br>Facsimile Transmission number: (571) 273-8300; or, if applicable, "Express Mail" mailing label number: _____<br><br>I hereby certify that this correspondence is being facsimile transmitted to the USPTO, under 37 C.F.R. § 1.8, electronically transmitted via the USPTO electronic filing system, under 37 C.F.R. § 1.6(a)(4), deposited with the United States Postal Service with sufficient postage as first class mail in an envelope, under 37 C.F.R. § 1.8, or deposited with the United States Postal Service as "Express Mail Post Office to Addressee" service, under 37 C.F.R. § 1.10, on the below indicated date and is addressed to: Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450.<br><br>Typed/Printed Name of Person Transmitting, Mailing, or Express-Mailing Correspondence: <u>May Lin DeHaan</u><br><br>Signature: <u>May Lin DeHaan</u><br><br>Date of Transmission/Deposit: <u>2/9/2010</u> |
| Applicant(s): Nishikawa et al.                           |  |
| Filing Date: March 23, 2004                              |  |
| Title: AUTOMATIC CONTENT DISPLAY<br>APPARATUS AND METHOD |  |
| Examiner: Joshua D. Taylor                               |  |
| Art Unit: 2426   |  |
| Customer No.: 37123                                      |  |
| Confirmation No.: 2664                                   |  |

**Mail Stop: AMENDMENT**  
**Hon. Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

**RESPONSE TO OFFICE ACTION  
UNDER 37 C.F.R. § 1.111**

To the Commissioner:

This document is a Response to the Office Action, dated November 9, 2009. The Applicants hereby respectfully request favorable consideration of the following amendment and remarks under 37 C.F.R. § 1.111.

**AMENDMENT F**

**Amendments to the Specification:** none.

**Amendments to the Claims:** begin on page 2 of this paper.

**Amendments to the Drawing:** none.

**Remarks/Arguments:** begin on page 9 of this paper.